R. J. REYNOLDS
Tobacco Company

**Stefan Majer**
Philadelphia Chain Accounts
4601 West Chester Pike
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VIA E-MAIL

February 2, 1996

TO: M. J. McHugh, J. F. Klein, C. A. DiBennedetto, L. Waechter, J. Rago, K. Brandt, J. M. Leonard, M. Moss, J. Kavanagh
For Distribution through ROUs: 1210, 1310, 1610 and 1710

SUBJECT: Acme Markets Cigarette Merchandising Program for 1996

Ladies & Gentleman:

RJR has reached a 1996 Merchandising Agreement with Acme Markets. Highlights of the program are as follows:

RJR is authorized:

- Top 2 shelves on all carton fixtures
- Top shelves on all package fixtures as needed
- RJR POS above cartons and packs
- RJR System III self-service counter or floor display
- Legend self-service floor display (Dimension 4) near courtesy counters. The Legend floor display is not necessary for the contract but it is needed for volume.

As part of our agreement we will be removing all self service UPMs from the sales floor beginning in February.

Out action plan is as follows:

- Retail Reps should contact all Acme Markets during the month of February and present our program as authorized by Don Styer and Tom Merrick of Acme Markets.

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Source: https://www.industrydocuments.ucsf.edu/docs/fzln0000

- In locations that currently have packs and cartons NSS - present our System III display and Legend floor display. Ensure all other criteria is met for RJR contract.

- In locations that currently have SS packs the store has two options:

  - Option I - Place the packs behind the courtesy counter and ensure counter display and POS requirements are met.

  - Option II - If space is not available in courtesy booth do the following. Present NSS springfed package merchandisers to be placed behind the express checkout. Fixtures should be low profile in height (60 inches high) - Length as needed - with standard canopy - no lights.

- If necessary NSS packs merchandisers can be placed in both locations at the courtesy and checkout.

- At this time overheads are not an option and placing the packs over the NSS carton should be avoided at all costs. If store management is not cooperating please advise the Philadelphia Chain Department.

- Please ensure all "Store Managers" are contacted.

- Work orders and fixtures requests should be properly filled out and mailed to the Philadelphia ROU - Attention Denise Oerther or faxed to 610-359-1576.

- Fixture requests will be reviewed and ordered promptly. The Philadelphia Chain Department will schedule the Philadelphia Region Installations. All Divisions outside of Philadelphia should schedule their own individual installations after Philadelphia Chain Department t orders the fixtures.

Attached please find a breakdown of locations that currently have self service UPMs. These accounts should be targeted first. Stores should be advised to maintain packs SS until new units or remerchandising is available.



Source: https://www.industrydocuments.ucsf.edu/docs/fzln0000

Due to the number of new representatives, it is highly recommended that Retail Managers work with reps and assist in presentations to store managers. Account Managers will also work with Reps to ensure proper understanding and presentation of programs at store level. Please advise of any additional assistance needed.

UPMs should be discarded at store level. If needed units can be broken up and the 4 foot section of the fixture can be utilized as the industry NSS package fixture.

Acme markets will be sending out a Merchandising Authorization and Return Goods Policy the week of February 5, 1996.

In closing, if you should have any concerns or recommendations, please voice mail me at (71394).

A follow-up letter will be sent concerning contractual and SIS reporting.

Thank you for your assistance with this chain.

Sincerely,

Stefan Majer

SM/dmo

Attachments



Source: https://www.industrydocuments.ucsf.edu/docs/fzln0000

## ACME MARKETS WITH CONTRACTS

| RR TERR | ACCT | ACME STORE NO. | ADDR1 | CITY | ST | ZIP |
|---|---|---|---|---|---|---|
| 0 | 412037 | 6800 | TALBOT ST | SAINT MICHAELS | MD | 21663 |
| 0 | 789835 | 6739 | SHOAL CREEK ML | CAMBRIDGE | MD | 21613 |
| 122624 | 402845 | 7041 | 1319 MAGIE AVE | UNION | NJ | 7083 |
| 122625 | 399468 | 7211 | 980 RT. 46 WEST | CLIFTON | NJ | 7013 |
| 122626 | 399444 | 7038 | WANAQUE AVE | POMPTON LAKES | NJ | 7442 |
| 122627 | 273006 | 7055 | 410 BROAD AVE | LEONIA | NJ | 7605 |
| 122627 | 399408 | 7153 | 188 CEDAR LN | TEANECK | NJ | 7666 |
| 122627 | 770894 | 7243 | 4 MEMORIAL DR | LODI | NJ | 7644 |
| 122627 | 272975 | 7168 | PLAZA CTR | SECAUCUS | NJ | 7094 |
| 132620 | 410550 | 6845 | MT HERMON CIVIC | SALISBURY | MD | 21801 |
| 132621 | 774642 | 6723 | 2501 BELAIR ROAD | FALLSTON | MD | 21047 |
| 132622 | 281417 | 1125 | 18 S DELSEA DR | CLAYTON | NJ | 8312 |
| 132622 | 561567 | 1135 | 2087 SHORE ROAD | SOUTH SEAVILLE | NJ | 8246 |
| 132622 | 280828 | 1160 | 11 S DENNIS RD | CAPE MAY COURT HOUSE | NJ | 8210 |
| 132622 | 280876 | 1140 | 1239 N HIGH ST | MILLVILLE | NJ | 8332 |
| 132622 | 280838 | 1145 | 620 LAFAYETTE ST | CAPE MAY | NJ | 8204 |
| 132623 | 279158 | 6218 | 401 MID SUSSEX SHOPP | MILLSBORO | DE | 19966 |
| 132624 | 281405 | 1122 | 241 N. BROADWAY | PENNSVILLE | NJ | 8070 |
| 132624 | 281413 | 1032 | COLLEGETOWN SHOPPING | GLASSBORO | NJ | 8028 |
| 132625 | 779993 | 1226 | 4520 LIMESTONE ROAD | WILMINGTON | DE | 19808 |
| 132625 | 383469 | 1228 | LANTANA DRIVE | HOCKESSIN | DE | 19707 |
| 132625 | 278745 | 1205 | 1401 N DUPONT ST | WILMINGTON | DE | 19806 |
| 132625 | 278765 | 1272 | 1308 CENTERVILLE RD | WILMINGTON | DE | 19808 |
| 132626 | 412074 | 6860 | KENT ISL S/C | STEVENSVILLE | MD | 21666 |
| 132626 | 412007 | 6740 | TRED AVON SQ SC | EASTON | MD | 21601 |
| 132626 | 412075 | 6727 | WATER ST | CENTREVILLE | MD | 21617 |
| 132627 | 301503 | 6213 | DOVER DOWNS S/C | DOVER | DE | 19901 |
| 132627 | 279142 | 6203 | 696 N DUPONT BLVD | MILFORD | DE | 19963 |
| 132627 | 412088 | 6849 | KENT PLAZA S/C | CHESTERTOWN | MD | 21620 |
| 132627 | 278803 | 6214 | GREEN STREET | MIDDLETOWN | DE | 19709 |
| 132627 | 278804 | 6212 | 115 E GLENWOOD AVE | SMYRNA | DE | 19977 |
| 132627 | 318864 | 1217 | 146 FOX HUNT DR | BEAR | DE | 19701 |
| 132628 | 021686 | 1803 | PENNELL ROAD | ASTON | PA | 19014 |
| 132628 | 278936 | 1213 | 2030 NAAMANS RD | WILMINGTON | DE | 19810 |
| 132628 | 278924 | 1274 | CONCORD & MURPHY | WILMINGTON | DE | 19803 |
| 132628 | 277220 | 1700 | 32 E BALTIMORE PIKE | MEDIA | PA | 19063 |
| 132628 | 277221 | 1776 | GRANITE RUN MALL | MEDIA | PA | 19063 |
| 132628 | 277237 | 1786 | NEWTOWN SQUARE S/C | NEWTOWN SQUARE | PA | 19073 |
| 132629 | 774452 | 6711 | 1000 PULASKI HWY | HAVRE DE GRACE | MD | 21078 |
| 132629 | 278794 | 1271 | 1 UNIVERSITY PLZ | NEWARK | DE | 19702 |
| 132629 | 278783 | 1206 | 950 ELKTON RD | NEWARK | DE | 19711 |
| 132629 | 278591 | 1765 | 10 BALTIMORE PIKE | OXFORD | PA | 19363 |
| 132629 | 411852 | 6733 | RT 40 & RT 272 | NORTH EAST | MD | 21901 |
| 132629 | 411883 | 6762 | 101 BIG ELK MALL | ELKTON | MD | 21921 |
| 132629 | 411900 | 6825 | MAIN ST | RISING SUN | MD | 21911 |
| 133020 | 400472 | 7164 | NELSON ST | NEWTON | NJ | 7860 |
| 133020 | 400460 | 7200 | RT 181 | SPARTA | NJ | 7871 |
| 133020 | 770899 | 7244 | TOWNSQUARE MALL | ROCKAWAY | NJ | 7866 |

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|---|---|---|---|---|---|---|
| 133020 | 402760 | 7241 | ROUTE 10 | SUCCASUNNA | NJ | 7876 |
| 133021 | 280394 | 7235 | 825 BELMAR PLZ | BELMAR | NJ | 7719 |
| 133021 | 280407 | 7236 | TAYLOR & MAIN | MANASQUAN | NJ | 8736 |
| 133021 | 280409 | 7230 | 1501 RICHMOND AVE | POINT PLEASANT | NJ | 8742 |
| 133022 | 402498 | 7159 | ROUTE 57 | WASHINGTON | NJ | 7882 |
| 133023 | 232891 | 7140 | 245 NORWOOD | OAKHURST | NJ | 7755 |
| 133023 | 279991 | 7240 | 1080 BROAD ST | SHREWSBURY | NJ | 7702 |
| 133023 | 279989 | 7049 | 576 RIVER RD | FAIR HAVEN | NJ | 7704 |
| 133023 | 279998 | 7221 | NEWMAN SPRINGS ROAD | LINCROFT | NJ | 7738 |
| 133024 | 402916 | 7078 | PORT READING AVENUE | PORT READING | NJ | 7064 |
| 133025 | 402743 | 7231 | 1252 SPRINGFIELD AVE | NEW PROVIDENCE | NJ | 7974 |
| 133025 | 402766 | 7124 | SPEEDWELL AVENUE | MORRIS PLAINS | NJ | 7950 |
| 133026 | 279518 | 1148 | PRINCETON/HIGHTSTOWN | PRINCETON JCT | NJ | 8550 |
| 133026 | 402549 | 1169 | S. UNION STREET | LAMBERTVILLE | NJ | 8530 |
| 133028 | 402523 | 1166 | ROUTE 202 31 | FLEMINGTON | NJ | 8822 |
| 133029 | 279953 | 7239 | 300 GORDONS CORNER R | MANALAPAN | NJ | 7726 |
| 133220 | 281863 | 1045 | WALNUT & ELLIS | HADDONFIELD | NJ | 8033 |
| 133220 | 281884 | 1010 | 37 W MAIN ST | MAPLE SHADE | NJ | 8052 |
| 133220 | 780821 | 1063 | KINGS HIGHWAY & S LE | MAPLE SHADE | NJ | 8052 |
| 133221 | 183595 | 1804 | 502 N 16TH ST | ALLENTOWN | PA | 18102 |
| 133221 | 183614 | 1816 | 600 LEHIGH VALLEY MA | WHITEHALL | PA | 18052 |
| 133221 | 183636 | 1851 | 1720 S 4TH ST | ALLENTOWN | PA | 18103 |
| 133222 | 276906 | 1512 | 200 N SYCAMORE ST | NEWTOWN | PA | 18940 |
| 133222 | 276933 | 1777 | 5800 NEW FALLS ROAD | LEVITTOWN | PA | 19057 |
| 133222 | 276964 | 1742 | 100 LINCOLN AVE | LANGHORNE | PA | 19047 |
| 133222 | 692304 | 1654 | 550 W TRENTON AVE | MORRISVILLE | PA | 19067 |
| 133224 | 778386 | 1647 | 501 ADAMS AVE | PHILADELPHIA | PA | 19120 |
| 133225 | 606322 | 1736 | 400 2ND STREET PIKE | SOUTHAMPTON | PA | 18966 |
| 133225 | 276954 | 1720 | 2321 PASQUALONE BLVD | CORNWELLS HTS | PA | 19020 |
| 133225 | 276918 | 1643 | 725 BUSTLETON PIKE | FEASTERVILLE TR | PA | 19053 |
| 133226 | 277092 | 1824 | ROUTE 309 | QUAKERTOWN | PA | 18951 |
| 133226 | 183686 | 1842 | 2633 EASTON AVE | BETHLEHEM | PA | 18017 |
| 133227 | 277151 | 1613 | 829 MONTGOMERY AVE | NARBERTH | PA | 19072 |
| 133227 | 277144 | 1733 | 60 PENN AVE | BRYN MAWR | PA | 19010 |
| 133227 | 277049 | 1724 | 2700 DEKALB PIKE | NORRISTOWN | PA | 19401 |
| 133227 | 277135 | 1766 | 1222 E LANCASTER AVE | BRYN MAWR | PA | 19010 |
| 133227 | 277123 | 1559 | 626 FAYETTE ST | CONSHOHOCKEN | PA | 19428 |
| 133227 | 779894 | 1753 | 700 LANCASTER AVE | DEVON | PA | 19333 |
| 133227 | 277137 | 1732 | 317 E LANCASTER AVE | WAYNE | PA | 19087 |
| 133227 | 277130 | 1756 | 320 W DEKALB PIKE | KNG OF PRUSSA | PA | 19406 |
| 133227 | 276983 | 1624 | 1640 BETHLEHEM PIKE | FLOURTOWN | PA | 19031 |
| 133228 | 276998 | 1774 | BLAIR MILL& MORELAND | HORSHAM | PA | 19044 |
| 133228 | 276986 | 1622 | 1825 LIMEKILN PIKE | DRESHER | PA | 19025 |
| 133228 | 277095 | 1784 | EASTON RD & OLD DUBL | DOYLESTOWN | PA | 18901 |
| 133228 | 277004 | 1522 | 1745 S EASTON RD | DOYLESTOWN | PA | 18901 |
| 133229 | 277065 | 1821 | STARR & NUTT ROADS | PHOENIXVILLE | PA | 19460 |
| 133229 | 277074 | 1655 | ROUTES 29 & 422 | COLLEGEVILLE | PA | 19426 |
| 133230 | 276979 | 1508 | 1200 WELSH RD | NORTH WALES | PA | 19454 |
| 133230 | 779095 | 1710 | 272 E BUTLER AVE | AMBLER | PA | 19002 |
| 133230 | 277328 | 1800 | HILLTOWN PLAZA | SOUDERTON | PA | 18964 |
| 133421 | 660512 | 1131 | 1 SOMERS POINT S/C | SOMERS POINT | NJ | 8244 |
| 133421 | 280452 | 1159 | 203 ROUTE 9 | TUCKERTON | NJ | 8087 |
| 133422 | 280445 | 1112 | 9600 LONG BEACH BLVD | BEACH HAVEN | NJ | 8008 |

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|---|---|---|---|---|---|---|
| 133423 | 277203 | 1507 | KERDON & MACDADE | HOLMES | PA | 19043 |
| 133423 | 277178 | 1772 | 125 CHESTER AVE | YEADON | PA | 19050 |
| 133423 | 277206 | 1770 | 100 MACDADE BLVD | HOLMESDEN | PA | 19043 |
| 133424 | 279942 | 1056 | RT 33 & PAXSON ROAD | MERCERVILLE | NJ | 8619 |
| 133424 | 279475 | 1158 | WHITEHORST & KUSER | TRENTON | NJ | 8619 |
| 133424 | 279941 | 1147 | 1 SUNNYBRAE BLVD | YARDVILLE | NJ | 8620 |
| 133425 | 281872 | 1066 | RT. 70 & JENNINGS | MEDFORD | NJ | 8055 |
| 133425 | 854684 | 1162 | EAGLE PLAZA | VOORHEES | NJ | 8043 |
| 133425 | 281859 | 1174 | 400 W CUTHBERT BLVD | WESTMONT | NJ | 8108 |
| 133425 | 606388 | 1031 | RT. 168 & NICHOLSON | AUDUBON | NJ | 8106 |
| 133426 | 281934 | 1106 | 455 S BROADWAY | GLOUCESTER CITY | NJ | 8030 |
| 133427 | 281385 | 1123 | 222 BRIDGETON PIKE | MANTUA | NJ | 8051 |
| 133427 | 281389 | 1170 | 631 MANTUA AVE | WOODBURY | NJ | 8096 |
| 133428 | 333385 | 1154 | RTS. 42 & 555 | TURNERSVILLE | NJ | 8012 |
| 133428 | 280855 | 1001 | 94 WHITE HORSE PIKE | HAMMONTON | NJ | 8037 |
| 162221 | 183714 | 1827 | DELAWARE AVE | PALMERTON | PA | 18071 |
| 173822 | 585815 | 1767 | RT 30 & BONDSVILLE | DOWNINGTOWN | PA | 19335 |
| 173822 | 278646 | 1660 | 345 W 1ST AVE | PARKESBURG | PA | 19365 |
| 173822 | 277142 | 1870 | 182 LANCASTER AVENUE | PAOLI | PA | 19301 |
| 173822 | 277141 | 1644 | 550 LANCASTER AVE | BERWYN | PA | 19312 |
| 173822 | 281024 | 1760 | 926 E STREET RD | WESTTOWN | PA | 19395 |
| 173822 | 277256 | 1676 | 1 NEW GARDEN S/C | KENNET SQ | PA | 19348 |
| 173822 | 277242 | 1782 | 903 PAOLI PIKE | WEST CHESTER | PA | 19380 |
| 173822 | 278691 | 1844 | 220 E SWEDESFORD RD | EXTON | PA | 19341 |
| 173823 | 776742 | 1759 | 811 E 4TH ST | BOYERTOWN | PA | 19512 |
| 173827 | 182976 | 1829 | 3215 5TH ST HWY N | LAURELDALE | PA | 19605 |
| 173827 | 183072 | 1852 | 45 CONSTITUTION BLVD | KUTZTOWN | PA | 19530 |

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